



## Strategic Plan Report - July 2023 to June 2024

*Prepared by Loau Donina Va'a*

### Introduction

The following report outlines the key discussion points and agreed-upon tasks from the Strategic Planning Meeting held on June 17, 2023. This summit was a pot of strategic ideas and initiatives, all directed at amplifying the empowerment of Pacific women across diverse spheres within Australia.

**Attendees:** Loau Donina Va'a, Maherau Arona, Seini Afeaki, Annette Posimani, Jaithoon Venteshwar and Naomi Tandingan

**Facilitator:** Caroline Thelma Vuki

- The meeting aimed to review and reflect on past programs, analyse strengths, weaknesses, opportunities, and threats, and chart a course for the Pacific Women's Business Network (PWPBN) for the upcoming year.
- The meeting attendees discussed various strategic initiatives and programs aimed at empowering and supporting Pacific women in various fields.



### Discussion Points and Agreed Tasks:

1. **Welcome:**
  - Chair Loau Donina Va'a (LDV) welcomed all attendees and opened the meeting.
2. **Opening Prayer:**
  - Annette Posimani (AP) conducted the opening prayer.
3. **Acknowledgement of Country:**
  - LDV acknowledged the traditional custodians of the land.

#### 4. Review and Reflect;

#### SWOT Analysis:

In summary, the Pacific Women Network's strengths lie in its diverse and accomplished board, inclusivity, passion, expertise, and collaborative environment. Key opportunities include leveraging digital platforms, exploring partnerships, and engaging a younger audience. Addressing weaknesses like time constraints and audience detachment, while mitigating financial challenges, will be important to navigate potential threats and maintain the network's impact and relevance. (See Appendix 1)

#### Previous Outstanding tasks: To be Reviewed by September 2023

##### Communication and Marketing (C&M) including social media:

- **Action:** Naomi will assume responsibility for this project.
- **Tasks:** Naomi is to draft a concept note/operational plan.
- **Feedback:** Caroline emphasized that PWPBN needs to enhance its C&M strategies and promote more effectively. LDV mentioned that while PWPBN has YouTube and LinkedIn accounts, they remain inactive. There have been talks about launching an Instagram account, but no concrete steps have been taken.

##### Governance:

###### 1. Financial Policy:

- **Action:** MA and JV, with CV's assistance, are tasked with crafting the PWPBN Financial Policy, detailing expenses, profit allocation, etc.
- **Rationale:** Noted the necessity of a financial policy for best practice and clarity.

###### 2. Sustainability Policy:

- **Action:** AP has voluntarily taken the initiative to integrate sustainability into PWPBN's Strategic Planning. She will spearhead and draft the sustainability policy.
- **Feedback:** SA emphasized that sustainability must be a component in all PWPBN projects.

##### Ideas and Pop-Up Market:

- Details provided in the subsequent section.

###### 5. Young Leaders of Tomorrow Program:

- Annette (AP) reported on the Pacific Islands Young Leaders of Tomorrow program.
- PWPBN committed to supporting the program, particularly in the education field, AP to be the representative

###### 6. Pacific Young Women Network:

- LDV and Seini Afeaki (SA) discussed the Pacific Young Women Network initiative.
- Bridget Cama and Rosalyn Ah Chong proposed creative projects aligned with PWPBN's mission.
- LDV to chair the initial meeting and draft a concept note.
- EOI and use networks to nominate emerging young women.
- CV to provide an operational plan and contact school principals.

###### 7. Pacific Girls and Women in Trades:

- SA discussed the program to encourage women in male-dominated industries.
- A 3-stage program aimed at promoting trade careers to high school girls and encouraging enrolment in TAFE or apprenticeships.
- Seini to prepare for program execution in 2024.

###### 8. Business Ideas:

- LDV and Jaithoon Venkateshwar (JV) discussed establishing a self-sufficient model.

- Proposal for an online store, pop-up market, and signature PWPBN products.
- Seini suggested patenting the PWPBN logo.
- JV to explore logo patenting.

**9. Gala and Symposiums in 2024:**

- Plans for a symposium and Gala Day in March 2024.
- LDV to create concept notes for both events.
- JV to book the venue for the Gala Day.
- NT to create a video on profit management for the Gala Day.

**10. New Project/Event in 2024:**

- LDV proposed a special pop-up market for Mother's Day in May 2024.

**11. Recommendation and Wrap-up:**

- CV provided recommendations, emphasizing opportunities, partnerships, and networking.
- Progress meetings to be held bi-monthly.
- CV to provide a Gantt chart/operational plan.

**Conclusion:** The Strategic Planning Meeting for July 2023 to June 2024 identified key strategic initiatives and tasks aimed at advancing the mission of the Pacific Women's Business Network. The meeting participants discussed and agreed upon various programs, events, and policies that will empower and support Pacific women in their endeavors. With a clear roadmap and agreed tasks, PWPBN is well-positioned for a successful and impactful year ahead.

**Documents provided:**

- PWPBN Strategic Planning Tasks 2020
- Constitution
- Concept Note - Frangipani Symposium and Gala March 2024
- Concept Note of Pacific Women Trades

## SWOT Analysis 2023

### Strengths:

- **Caliber of Board Members:** The network benefits from having high-caliber board members with diverse backgrounds, experiences, and expertise. This brings a rich and varied perspective to discussions and decision-making processes.
- **Inclusive:** The inclusive nature of the network fosters a supportive environment where different voices and opinions are valued. This inclusivity contributes to a strong sense of community and collaboration.



### **2023-2024 Board Maherau, Jaithoon, Naomi, Seini, Annette, Donina**

- **Passionate Change Makers:** The network comprises passionate individuals who are dedicated to driving positive change for women in the Pacific region. Their commitment and enthusiasm are key strengths in pursuing the network's objectives.
- **IT Savvy and Diverse Skills:** The board's proficiency in IT and the wide range of skills among its members are assets. This diversity enhances the board's ability to address various challenges and opportunities effectively.
- **Credibility and Recognition:** The network's members have earned recognition and credibility within their respective fields. This recognition positions them as valuable contributors, providing relevant insights to pertinent issues.
- **Collaborative and Trusting Environment:** The respectful and collaborative atmosphere within the board cultivates trust and cooperation among members. This fosters more effective decision-making and problem-solving.
- **Funds and Executive Advisor:** The availability of financial resources and an Executive Advisor adds value to the network's operations. The advisor's expertise and connections can enhance the network's capacity to achieve its goals.
- **Diversity in Membership:** The network's diverse membership, including representatives from nonprofit organizations, government, corporate, finance, and IT sectors, creates a well-rounded perspective and a broader range of potential collaborations.

#### Opportunities:

- **Talanoa Talks:** Utilizing online panel sessions or interview-style discussions, such as "brown table talks," can enable the network to engage in meaningful conversations on critical topics, reaching a wider audience and fostering knowledge exchange.
- **Pop-Up Market:** The proposed pop-up market presents an opportunity to showcase and support Pacific women's entrepreneurship. It could serve as a platform for networking and exposure while supporting economic empowerment.
- **Partnership Building:** Collaborating with established programs like the DET Program and events like the Maama Conference offers the potential to leverage existing platforms, broaden reach, and share resources effectively.
- **Network Expansion:** Exploring the creation of a network specifically for Pacific Young Women can tap into the energy and ideas of a younger demographic, fostering leadership and innovation among the next generation.

#### Weaknesses:

- **Time Constraints and Advocacy:** The time limitations faced by board members could impede the network's ability to engage in high-level advocacy work. This may hinder the network's impact on influencing government-level decisions.
- **Detached from Target Audience:** The challenge of engaging the target audience effectively can hinder the network's ability to address their specific needs and preferences. A better understanding of their perspectives is crucial.

#### Actions:

- **Instagram Engagement:** Initiating an Instagram page can be a starting point to bridge the gap between the network and its target audience, providing a platform for direct communication and feedback.
- **Threats:**
- **Financial Challenges:** Dependence on limited funding could restrict the network's growth and ability to execute its initiatives effectively. Seeking diversified funding sources is crucial.
- **Relevance and Irrelevance:** The risk of lack of engagement from members and stakeholders could lead to decreased relevance over time. This underscores the importance of maintaining active participation and adapting to changing needs.

***I acknowledge the homelands of all Aboriginal people and pay my respect to Country***